

MINUTES FOR THE
BUSINESS ADVISORY BOARD
Wednesday, December 11th, 2024

1. Roll Call

The following members of the Business Advisory Board were present:

Andy Robertson, Chair	Scott Lyttle, Vice-Chair
Pook Carson	Jocelyn Kearn
Brittany Reese	Isaac Atencio
Abudujaannah Soud	Barri Allaire
Alfonso Brito	Sheridan Mordue
Jeff Carleton	

Also Present:

Peter Makowski, Department of Economic Development; Will Wright, Department of Economic Development; Kiara Polee, Department of Economic Development; Ibrahim Ramazani, Department of Economic Development, Andie Feldman, Department of Economic Development; Austin Kimmel, Salt Lake City Council; Victoria Petro, City Council Chair; Jake Maxwell, Deputy Director of Economic Development; Lorena Riffo Jensen, Director of Economic Development; Katherine Matheson, Department of Economic Development.

1. Approval of the minutes

- a. Review and Approval of November 12th, 2024, meeting minutes.

Mr. Carleton made a motion to approve the minutes from November 12th, 2024. Ms. Carson seconded the motion. Upon roll call, the motion passed unanimously.

2. Briefings by the Staff

- a. Report from the Director.

Ms. Reichgelt provided the Business Advisory Board with updates on the Department of Economic Development's recent initiatives. Among the highlights was the approval of an EDLF loan for the GK Folks Foundation, an organization dedicated to supporting immigrant and refugee communities by providing mental health resources, wealth-building programs, and business acumen training. The foundation also plans to enhance community event spaces in Salt Lake City. Another notable achievement involved HK Brewing Collective, a woman-owned business that began with Kombucha production in 2017. The business has since expanded significantly and received a working capital loan to purchase equipment and delivery vehicles, further enabling its growth and strengthening its role in hosting community events.

The department also emphasized its ongoing efforts in Sugar House, where construction projects have created challenges for local businesses. A Small Business Saturday event, held after Thanksgiving, was a key component of a broader campaign to stimulate economic activity in the

area. This campaign, supported by collaborations with the city finance department, included promotional activities and community engagement efforts to attract visitors and support businesses. Progress continues in making Sugar House more accessible and vibrant, reflecting the department's commitment to fostering economic growth through community-focused initiatives.

Peter Makowski, Deputy Director of Business Development, provided updates on the Open Streets initiative, while Lorena Rizzo Jenson, Director of Salt Lake City Economic Development, expressed gratitude to the Business Advisory Board members for their contributions. She highlighted the importance of their feedback, the collaborative efforts between the department, the mayor, city council, and other stakeholders, and the successes achieved through shared priorities. Jenson praised initiatives like the "Shop Small" campaign for showcasing the city's vibrant small businesses and fostering community engagement. She emphasized the value of partnership and leadership in creating a thriving community, commending the dedication of the team and partners for their role in driving economic development.

3. Business Items

A. Salt Lake City Procurement

The North Temple Economic Action Plan, presented by Jake Maxwell, Deputy Director of Economic Development, outlines a comprehensive strategy to enhance economic activity and community development in the North Temple area of Salt Lake City. The project, initiated in 2022 with funding from the Wasatch Front Regional Council, has evolved to include transformative opportunities such as investments from the Larry H. Miller Group and developments by the State Fair Park Authority. The plan covers the region between I-15, I-215, and up to 400 North, focusing on existing conditions, avoiding duplicative efforts, and aligning with ongoing plans. The housing forecast anticipates 14,000-15,000 new units, emphasizing the need for infrastructure improvements, retail curation, and sales leakage analysis to meet the needs of current and future residents.

Key recommendations include establishing a communication liaison to assist businesses during private development, exploring special assessment areas (SAAs) or business improvement districts (BIDs) to enhance safety, security, and infrastructure, and branding the area to create a unified identity. The RDA's proposed master leasing of vacant retail spaces aims to attract businesses by providing tenant improvement support, while the city will focus on curating tenants and ensuring alignment with community needs. Parking solutions, such as closing outside lanes on North Temple to accommodate visitors, are proposed to address accessibility challenges, alongside strategies to promote safety and encourage pedestrian activity.

The plan also highlights the importance of branding and wayfinding to foster a cohesive district identity and improve connectivity with Salt Lake City's downtown core. Leveraging retail trends favoring boutique establishments over large-scale outlets, the area can develop into a vibrant economic hub. The presentation concludes with actionable insights into traffic management, infrastructure utilization, and community-driven retail planning, underscoring the area's potential to become a dynamic and inclusive space for both residents and visitors.

B. Council Chair Petro

Victoria Petro, Chair of the City Council, engaged with the Business Advisory Board to address critical issues, particularly economic development and homelessness, which were highlighted in the Board's letter to the Mayor and City Council. She expressed concern about the North Temple Corridor's development and the need for equitable growth on the West Side, emphasizing that new projects should integrate existing local businesses and community culture rather than fostering isolated enclaves. Petro also stressed the importance of creating a balanced economic ecosystem, from small local vendors to high-end establishments, to support comprehensive community development.

A significant portion of the discussion focused on the challenges posed by homelessness and the upcoming legislative session. Petro highlighted the inadequacy of current funding and infrastructure to address homelessness effectively, pointing to systemic failures in resource allocation and support. She underscored the importance of collaboration among business leaders, the city, and the state to advocate for comprehensive solutions, such as properly funded stabilization centers and transitional housing, to break the cycle of homelessness. Petro urged the business community to present a united front during legislative discussions to secure adequate support and funding.

Petro also expressed frustration with the municipal services agreement concerning the LHM Power District, which she described as financially burdensome for the city. Despite these challenges, she reaffirmed her commitment to listening to the business community and working toward solutions that align with the city's economic and social goals. Looking ahead, Petro emphasized the need for clear communication and strategic unity among stakeholders to address the pressing issues of homelessness, economic development, and community safety, ensuring a prosperous and inclusive future for Salt Lake City.

4. City Council Announcements

Austin Kimmel provided updates on the following items.

Austin Kimmel from the Salt Lake City Council provided updates on several key items. These included the closure of rail crossings as part of a quiet zone initiative, efforts to improve the Jordan River Fairpark District, and updates to the city's building code regarding boarded buildings. He also highlighted the council's approval of an Economic Development Loan Fund for Frontier Fruit, LLC. Additionally, he mentioned the council's discussion on ranked-choice voting and shared that the last council meeting of 2024 occurred on December 10, with the first meeting of 2025 scheduled for January 7, marking the start of the new leadership cycle.

5. BAB Member Announcements

- A. 2025 BAB elections January 8.
- B. BAB member renewals for 2025

Adjournment

There being no further business, the meeting was adjourned.

Andy Robertson
Andy Robertson (Feb 8, 2025 08:03 MST)
Andy Robertson, Chair

This document and the recording constitute the official minutes of the Economic Development Business Advisory Board meeting held on December 11th, 2024.